

## AMENDMENT TO THE CLAIMS

Claims 1-15, 17, 23, 34-36 (Cancelled).

16. (Currently Amended) A method comprising the steps of:  
organizing data concerning a plurality of events sponsored  
by a sponsor into a customized sponsorship tool database;  
generating a customized sponsorship tool ~~browser display;~~ said  
~~customized sponsorship tool display to including~~ said data  
concerning  
said plurality of events sponsored by said sponsor; and  
presenting said customized sponsorship tool on a display screen to  
said  
sponsor.

17. (Canceled)

18. (Currently Amended) A method comprising the steps of:  
organizing sponsorship related data into a customized sponsorship  
tool database to  
~~the sponsorship related data including~~ data concerning at least  
one  
of the following:  
at least one of a plurality of sponsorship properties sponsored by at  
least one sponsor; and  
at least one of a plurality of sponsorship properties for sponsorship  
consideration by at least one party concerned with the sponsorship consideration;  
generating a customized sponsorship tool ~~display;~~

the customized sponsorship tool display ~~to including~~ at least a portion

of the sponsorship related data concerning at least one of the following:

the at least one of a plurality of sponsorship properties sponsored by at least one sponsor; and

the at least one of a plurality of sponsorship properties for sponsorship consideration by at least one party concerned with the sponsorship consideration; and

presenting the customized sponsorship tool on a display screen to at least one user;

whereby the at least one party ~~person~~ viewing the display screen is provided an integrated

management tool for the sponsorship ~~industry~~.

19. (Currently Amended) The method of claim 18 wherein the display screen is further configured to facilitate processing and use of at least one item related to the database comprising at least one of the following:

a submission related to the database;

a dissemination related to the database,

~~the dissemination sent for display to at least one of the following:  
the at least one user, and at least one other user of the display tool;~~

a forwarding of data related to the database from the at least one user to at least one other user party of the customized sponsorship display tool;

contact information of at least one party associated with data in the database;

a search query regarding data existing in the database;

a notification of the results of a search query regarding data existing in the database;

a response to a notification;

a request for proposal;

a response to a request for proposal;

a proposal;

a response to a proposal;

an acceptance of a proposal;

a data entry concerning the at least one of a plurality of sponsorship properties sponsored by at least one sponsor;

a data entry concerning the at least one of a plurality of sponsorship properties for sponsorship consideration by at least one party concerned with the sponsorship consideration;

a data entry concerning the at least one sponsor;

a data entry concerning the at least one party concerned with the sponsorship consideration;

dates; budgets; demographics; keywords;

a password;

a data entry concerning a subscription allowing use of the display tool and database; and

a subscription fee.

20. (Currently Amended) The method of claim 19 wherein the customized sponsorship tool display is further configured for providing anonymity of the sponsor.

21. (Currently Amended) The method of claim 19 wherein the customized sponsorship tool display is further configured to consummate and record transactions concerning at least one of the following:

the acceptance of the proposal; and  
the subscription fee.

22. (Currently Amended) The method of claim 19 ~~wherein the customized sponsorship tool is further configured comprising storage configured to store results of the search query in said database.~~

23. (Currently Amended) The method of claim 18 wherein the display screen ~~and the customized sponsorship tool are is coupled configured for presentation via a web browser on a network.~~

24. (Currently Amended) The method of claim ~~18~~<sup>23</sup> wherein the display screen is networked with is the Internet.

25. (Currently Amended) The method of claim 18 wherein the customized sponsorship tool display is further configured to include display at least a portion of the sponsorship related data organized in at least one of the following formats:

- according to audience size;
- according to audience age distribution;
- according to audience income distribution;
- according to market type;
- according to gender of audience;
- according to event dates;
- as occurring annually;
- as occurring periodically;
- as occurring one time;
- as educational;
- as having celebrity potential;
- as patriotic;

as fostering civic pride;  
as a summer family event;  
as a baseball league;  
as a multiple listing service of sponsorship properties;  
as a discounted sponsorship property;  
on a geographical map;  
via an icon or pictograph;  
via a multimedia presentation;  
via a financial spreadsheet; and  
via a related testimonial.

26. (Currently Amended) The method of claim 18 wherein the customized sponsorship tool display is further configured to allow targeting a request for proposal by manually selecting a sponsorship property manager.

27. (Currently Amended) The method of claim 18 wherein at least one of the sponsorship properties is organized into categories includes at least one of the following: a wise buy, a featured property, a concert, an artistic performance, a festival, an athletic competition, a sport, an association, a cause, a web site, a tradeshow, a conference, a seminar, a corporate event, and a naming right.

28. (Previously Presented) The method of claim 18 wherein at least one of the sponsorship properties has at least one of the following related opportunities:

at least one promotional opportunity, and  
at least one marketing opportunity;  
the related opportunity is linked to at least one of the following:  
a product, a service, an activity, another event, an occurrence, a place, and a cause;

the related opportunity is further linked to at least one of the following mediums: television, media, VIP hospitality, signage, print, live entertainment, exclusivity, booth display, merchandizing, radio, direct mail, and Internet.

29. (Currently Amended) A method comprising:

organizing data concerning sponsorship properties into a database; and

displaying at least a portion of the data concerning sponsorship properties.

30. (Currently Amended) A system comprising:

a database configured to contain data concerning sponsorship properties, each of the sponsorship properties having at least one of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

a user interface configured to display at least a portion of the data concerning sponsorship properties to inform a user of the user interface about at least one item of the data regarding the sponsorship properties.

31. (Currently Amended) A system comprising:

a database configured to contain data concerning sponsorship properties, each of the sponsorship properties having at least one of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

a user interface configured to accept data related to a submission to the database to allow a user of the user interface to perform at least one of the following: to add at least one item of data concerning sponsorship properties to the database, to modify the data concerning sponsorship properties contained in the

database and to delete at least one item of data concerning sponsorship properties contained in the database.

32. (Currently Amended) A system comprising:

a database configured to contain data concerning sponsorship properties, each of the sponsorship properties having at least one of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

a user interface configured to facilitate disseminating data related to the database to inform at least one user of the user interface as a recipient of the disseminated data about at least one of the sponsorship properties.

33. (Currently Amended) A method comprising:

storing data concerning sponsorship properties in a database, each of the sponsorship properties having at least one of the following related opportunities:

at least one promotional opportunity, and at least one marketing opportunity; and

providing a user interface configured to facilitate use of the data to inform a user of the user interface about the sponsorship properties.

34. (Canceled)

35. (Canceled)

36. (Canceled)

37. (Newly Added) The method of claim 27 wherein at least one of the sponsorship properties is of at least one of the following categories: a wise buy, a featured property, a concert, an artistic performance, a festival, an athletic competition, a sport, an association, a cause, a web site, a tradeshow, a conference, a seminar, a corporate event, other request types and a naming right.